

CONTACT: Jason Tan / Kelly Lockhart
 COMPANY: Microsoft Corporation
 PROJECT: Business Intelligence Kit

GLG CONTACT:
 TODAY'S DATE:
 COPYWRITER:

VISUALS	AUDIO
<p>Text Animation: (note: <i>Imagine</i> flies in first, followed by the rest)</p> <p>Imagine: Improved business performance</p> <p>Image: People-ready images</p>	<p>NARRATION:</p> <p>Imagine that you could empower your people to make better, faster decisions.</p> <p>Imagine that your people could access, analyze, and evaluate timely and relevant information anytime, anywhere, and in a familiar and easy-to-use format.</p>
<p>Graphic: Microsoft logo flies in</p> <p>Text Animation with Graphic: Microsoft @ business intelligence: The right information at the right time in the right format</p>	<p>Microsoft Business Intelligence is a comprehensive suite of products that deliver the right information, at the right time, in the right format ...</p>
<p>Animated Text: People-ready tools</p> <p>Animated Text: Empower your people to make better decisions, faster.</p> <p>Image/Graphic: Photos of several people working in the office</p>	<p>...with easy-to-use reporting and analysis tools that drive business performance by empowering all of your people to make better decisions, faster.</p>
<p>Graphic: AdventureWorks logo flies in</p> <p>Graphic: The AdventureWorks building</p>	<p>To see Microsoft business intelligence in action, let's take a look at a typical scenario for a salesperson at AdventureWorks, a bicycle products company.</p>
<p>Image: Photo of a woman information worker (Kim)</p> <p>Graphic:</p>	<p>Kim, a sales representative, receives an e-mail from the VP of sales for her company requesting analysis of the first-quarter financial numbers he needs to prepare for his review with upper management.</p>

Comment [JM1]: Question for Kristina – Does this logo exist?



VISUALS	AUDIO
<p>An e-mail flies in</p>	
<p>Animated Text: Microsoft Office SharePoint® Server 2007</p> <p>Animated Text: Report Center</p> <p>A centralized location for business-critical information</p> <p>Screen Shot: Report Library</p>	<p>Kim launches her Web browser and navigates to the Report Library in the SharePoint Report Center, where financial reports for her organization are stored.</p>
<p>Graphic: Excel 2007 logo flies in</p> <p>Animated Text: Presentation-quality reports</p> <p>Screen Shot: In Excel we see PivotTable, charts, worksheets</p>	<p>She opens Microsoft Office Excel 2007. She opens an existing worksheet for gross profit using the Excel Web client, which easily creates spreadsheets from within her Web browser. It's a great way for Kim to quickly view and interact with business intelligence data including worksheets, pivot tables, and charts.</p>
<p>Animated Text: Improved Analysis capabilities</p>	<p>Kim realizes that this spreadsheet needs additional details for the type of analysis she needs to perform, so she decides to create a new spreadsheet from scratch.</p>
<p>Screen Shots: SQL Server 2005 logo flies in</p> <p>Animated Text: Live connection to any data source during analysis</p> <p>Animated Text: SharePoint Data Connection Library: Makes it easy to find and use data sources</p>	<p>She adds a new data connection to the spreadsheet, which is linked to a financial data cube hosted by Microsoft SQL Server 2005 Analysis Services.</p> <p>This process is easy since the data connection Kim needs is stored in a SharePoint Data Connection Library, and all the settings that connect to the data cube have already been defined for her.</p>
<p>Animated Text:</p>	<p>Once the data connection is created and uploaded to the Data Connection Library, Kim can see it from</p>



VISUALS	AUDIO
<p>View data from within all Microsoft Office applications.</p> <p>Screen Shot:</p> <p>Show AdventureWorks DW Sales Summary in several applications</p>	<p>within all Microsoft Office applications.</p>
<p>Animated Text:</p> <p>Enhanced Microsoft PivotTable® views Personalized reports</p> <p>Screen Shots:</p> <p>AdventureWorks financial data with filters applied</p>	<p>Next, Kim quickly builds out the Microsoft PivotTable she will use to perform her analysis. She is also able to apply filters to the data so she can focus on the information that is important to her.</p>
<p>Animated Text:</p> <p>Enhanced Microsoft PivotChart® views for personalized reports</p> <p>Screen Shot:</p> <p>PivotChart with sales amounts</p> <p>Animated Text:</p> <p>Options for easy analysis</p> <p>Screen Shot:</p> <p>Conditional Formatting</p>	<p>Before she begins her analysis, Kim also wants to create a Microsoft PivotChart to help her visualize sales amounts in the various product categories.</p> <p>Kim applies some conditional formatting to the data columns to visually simplify the data she is organizing. There are several graphic options to choose from that represent numerical data. This makes it easier for her to understand relationships and trends.</p>
<p>Animated Text:</p> <p>Improved charting tools</p>	<p>Kim adds data bars to the “sales amount” column of the data, which displays how large amounts are relative to each other, without requiring her to look at all the cell values individually.</p>
<p>Animated Text:</p> <p>Improved performance and efficiency</p> <p>Screen Shot:</p> <p>PivotTable with data bars</p>	<p>She configures each level of the PivotTable to have its own set of data bars, showing just the relationship to other entities at the same level.</p>
<p>Screen Shot:</p> <p>Gross profit margin column with color scale</p>	<p>Kim also adds a color scale to the “gross profit margin” column, allowing her to determine quickly which products have the highest profit margins by simply looking at the colors of different cells.</p>
<p>Animated Text:</p>	<p>Now Kim is ready to begin her analysis. First, she</p>



VISUALS	AUDIO
<p>Increased visualization capabilities</p> <p>Screen Shot:</p> <p>Expanded Bike node with profit margins</p>	<p>expands the “bikes” node to get a better picture of profit margins for the different types of bikes that make up the majority of AdventureWorks’ sales.</p>
<p>Animated Text:</p> <p>Data mining for detailed information</p> <p>Screen Shot:</p> <p>Close-up of the profit margin for touring bikes</p>	<p>The conditional formatting she set up for the cell reveals a problem with the profit margins for touring bikes. By drilling into the data, Kim sees that there is a problem with the entire product line, not just a single type of bike.</p>
<p>Animated Text:</p> <p>Enables quick determination of trends</p> <p>Screen Shot:</p> <p>Highlight profit margin trend</p>	<p>Wondering if the bike is only performing poorly in a certain territory, she adds “sales territory” data to the PivotTable. Kim quickly discovers that the profit margins are low across all sales territories.</p>
<p>Screen Shot:</p> <p>Touring bikes with visible discount</p>	<p>This information prompts her to take a look at discount percentages. After adding discount data to the chart, she drills into the data and notices that all touring bikes have been heavily discounted, more so than other types of bikes.</p>
<p>Animated Text:</p> <p>Increased insight</p>	<p>Kim determines that aggressive discounting is eroding gross profit margins for touring bikes. This valuable insight is one that management will want to examine in more detail.</p>
<p>Graphic:</p> <p>SharePoint logo flies in</p> <p>Animated Text:</p> <p>Seamless collaboration</p> <p>Screen Shots:</p> <p>Other people interacting with the report</p>	<p>In order to share this information, Kim promptly publishes the data to the SharePoint Report Library, where the report can easily be attached to key performance indicators in scorecards and where other employees can easily view and interact with the information.</p>
<p>Animated Text:</p> <p>Maintain control over who views sensitive data</p> <p>Screen Shot:</p> <p>In Excel Services we see checks next to the chart and the PivotTable</p>	<p>During the publishing process, Kim can choose whether she wants to publish the entire workbook or just certain elements such as a PivotTable or PivotChart.</p>
<p>Graphic:</p>	<p>After publishing her findings, Kim wants to be</p>



VISUALS	AUDIO
<p>SharePoint logo flies in</p> <p>Screen Shot:</p> <p>The cursor hovers over the add comment link</p> <p>Text Box Note Reads:</p> <p>Touring bike profit margin issue: competition eroding margins? —Kim Ralls</p>	<p>certain that management is aware of the potential profit margin issue when scorecard objectives are reviewed. To achieve this, Kim leaves a quick note within the document explaining the issue on the “sales scorecard.”</p>
<p>Animated Text:</p> <p>Share analysis that stays connected through the data source.</p>	<p>Now, when the VP of sales goes to review his sales performance, he will quickly see who else is aware of the issue, and will be able to contact them for additional analysis to support his decision-making process.</p>
<p>Graphic:</p> <p>SQL Server 2005 logo flies in</p> <p>Animated Text:</p> <p>Report Builder</p> <p>Flexible, extensible, scalable reporting</p>	<p>With her analysis complete, Kim’s final task is to build a report that will track regional bike sales for management so they can monitor sales more closely. Using the SQL Server Report Builder, Kim will be able to quickly and easily build an ad hoc report.</p>
<p>Animated Text:</p> <p>Easily create ad hoc reports.</p> <p>Screen Shot:</p> <p>The report with total sales for all regions</p>	<p>In Report Builder, Kim can navigate through the database and choose the elements she wants to include on the report. By dragging the elements onto the report sheet, Kim quickly constructs a quick report showing total sales for all products across all regions.</p>
<p>Screen Shot:</p> <p>The report with filters showing only bike sales</p>	<p>Since Kim wants her report to show bikes sales, and not sales for all products, she adds a filter to the report that focuses on the “product category name” so it only shows bikes.</p>
<p>Animated Text:</p> <p>Report Server</p> <p>Screen Shot:</p> <p>Document in Report Server</p>	<p>After previewing the report, Kim publishes it to the Report Server.</p>
<p>Animated Text:</p>	<p>In this way, Microsoft business intelligence enabled</p>



VISUALS	AUDIO
<p>Enables people to create, manage, and deliver personalized reports</p>	<p>Kim to deal proactively with a potential problem and provide real-time insight for the VP of her company.</p>
<p>Graphic: Microsoft logo flies in followed by the 2007 Microsoft Office logo and the Microsoft SQL Server 2005 logo</p> <p>Graphic/Image: Show three offices connected by Microsoft BI (if image available from Microsoft)</p> <p>Animated Text/Graphic: Business performance in an upward arrow</p> <p>Animated Text: Microsoft business intelligence: Empowering people to make better, faster decisions</p> <p>Image: Faces of smiling people in office or People-Ready brand images</p> <p>Animated Text: To learn more: www.microsoft.com/BI</p> <p>Link: Additional business intelligence resources</p>	<p>Microsoft business intelligence, delivered through the 2007 Microsoft Office system and built on Microsoft SQL Server 2005, supports your entire organization. With the right information, at the right time, in the right format, everyone in your organization is empowered to make better, faster, more informed decisions, ultimately driving better business performance.</p> <p>To learn more about the Microsoft business intelligence solution, go to W-W-W- dot-Microsoft - dot -com, slash B-I.</p>